

## Message Text

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ACTION FSI-01

INFO OCT-01 EA-10 ISO-00 EB-07 /019 W

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R 250812Z APR 75

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 2645

INFO USDOC WASHDC

UNCLAS MANILA 5347

E.O. 11652: N/A

TAGS: ECOM, RP

SUBJ: FSI: COMMERCIAL LOCALS U.S. TRAINING PROGRAM

REF: A. MANILA 4463; B. STATE 066617; C. MANILA 15173 OF  
DECEMBER 27, 1974

1. RENATO CALLEJA, WHOM EMBASSY NOMINATED IN  
MANILA 4463 FOR SUBJECT PROGRAM HAS RECEIVED OFFER  
FROM PRIVATE INDUSTRY AT DOUBLE CURRENT SALARY WITH  
FRINGE BENEFITS INCLUDING COMPANY CAR. EMBOFFS HAVE  
ENCOURAGED CALLEJA TO MAKE DECISION ACCORDING HIS  
JUDGMENT OF BEST INTERESTS IN PERSONAL AND CAREER  
ADVANCEMENT. CALLEJA HAS THEREFORE ACCEPTED OFFER  
AND TENDERED RESIGNATION. WHILE EMBASSY RELUCTANT  
TO SEE HIM GO, ATTRACTIVE OFFER ATTESTS TO HIS  
ACHIEVEMENTS AND GROWTH AS MEMBER OF ACTIVE  
ECONOMIC/COMMERCIAL SECTION.

2. IN PLACE OF CALLEJA, EMBASSY NOMINATES PREVIOUS  
ALTERNATE MRS. CLEO A. LEDONIO WHO IS KNOWN TO  
WASHINGTON PARTICIPANTS AT RECENT TAIPEI CONFERENCE.  
MRS. LEDONIO IS OUR SENIOR LOCAL WHO HAS DEMONSTRATED  
SUPERIOR COMPETENCE IN MARKET RESEARCH AND IN ADS  
SERVICES. TRAINING WILL GIVE HER MUCH NEEDED KNOWLEDGE  
AND EXPERIENCE OF U.S. INDUSTRY, AND THUS ENABLE HER  
TO BECOME A MORE EFFECTIVE PROMOTER OF U.S. GOODS.

3. PARTICULARS ON MRS. LEDONIO FOLLOW--

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DATE OF BIRTH: [Sensitive Information Removed Per NARA 28 AUG 2013]

BIRTHPLACE: MANILA, PHILIPPINES

LANGUAGE: FLUENT IN ENGLISH.

ENTERED ON DUTY: JUNE 14, 1971

EDUCATIONAL BACKGROUND: BACHELOR OF ARTS DEGREE MAJOR IN

ENGLISH AND HISTORY. THREE YEARS OF LAW.

PREVIOUS WORK EXPERIENCE: PRACTICAL BUSINESS EXPERIENCE

IN ADVERTISING AND PETROLEUM MARKETING. DRAFTED  
ADVERTISING AND SALES PROMOTION CAMPAIGNS FOR ESSO  
PHILIPPINES' "FLIT" AND "GA-AS".  
INDUSTRY INTEREST:

FOOD PROCESSING AND PACKAGING EQUIPMENT, LOGGING/  
FORESTRY EQUIPMENT WITH EMPHASIS ON WOOD PROCESSING  
EQUIPMENT AND SUPPLIES, POLLUTION CONTROL EQUIPMENT,  
BUSINESS EQUIPMENT AND SYSTEMS.

OTHER INFORMATION:

DELEGATE, FIRST ASIAN CONGRESS OF EXECUTIVE SECRETARIES,  
MANILA, PHILIPPINES, FEBRUARY 1974.  
PARTICIPANT, FAR EAST REGIONAL TRAINING PROGRAM FOR  
FSL EC/COM SPECIALISTS, TOKYO, JAPAN, MAY 1974.  
FSL PANEL CHAIRPERSON, U.S. EC/COM OFFICERS CONFERENCE  
ON EXPORT MARKETING MANAGEMENT, TAIPEI, JANUARY 1975.  
RECTOR SCHOLAR, UNIVERSITY OF SANTO TOMAS COLLEGE OF  
LAW, 1966-1968.  
SULLIVAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Copy:** SINGLE  
**Draft Date:** 25 APR 1975  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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**Subject:** FSI: COMMERCIAL LOCALS U.S. TRAINING PROGRAM  
**TAGS:** BEXP, AFSI, APER, AFSP, RP, (CALLEJA, RENATO), (LEDONIO, CLEO A)  
**To:** STATE  
**Type:** TE  
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